

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Cinemas – Permission for enhancement of rates of admission in four (4) Screens of M/s Tivoli Cinemas, Secunderabad - Orders – Issued.

HOME (GENERAL-A) DEPARTMENT

G.O.Ms.No.51

Dated:22-02-2014

Read the following:-

1. G.O.Ms.No.185, Home (Genl.A) Department, dt.05-11-2012.
2. From the representation received M/s. Tivoli Cinemas, Lr.Dt.16-04-2012.
3. Government Memo.No.10963/Genl.A/A.1/12-1, dt:25-04-2012
4. From the Commissioner of Police, Hyderabad, Lr.No.L&O/A.3/482/2012-13, dt:03-08-2013.
5. Government Memo.No.10963/Genl.A/A.1/12-2, dt:30-09-2013.
6. From the Commissioner of Police, Hyderabad, Lr.No.L&O/A.3/482/2012-14, dt:09-01-2014.

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In the reference 1st cited above, Government have accorded permission to enhance the rate of admission by Rs.20/- (Rupees Twenty only) per ticket for each class in all four (4) theatres in Tivoli Cinemas Complex, Secunderabad as follows:

Auditorium	Class	Old rates of admission	Enhanced rate of admission
Tivoli Talkies	Balcony	Rs.60/-	Rs.80/-
	Stall	Rs.40/-	Rs.60/-
	1st Class	Rs.10/-	Rs.30/-
Tivoli Deluxe	Balcony	Rs.60/-	Rs.80/-
	Stall	Rs.30/-	Rs.50/-
	1st Class	Rs.10/-	Rs.30/-
Tivoli Talkies Mini	Balcony	Rs.60/-	Rs.80/-
	1st Class	Rs.10/-	Rs.30/-
Tivoli Extreme	Balcony	Rs.55/-	Rs.75/-
	Stall	Rs.30/-	Rs.50/-
	1st Class	Rs.10/-	Rs.30/-

2. In the reference 2nd read above, the Authorized Signatory of M/s M/s. Tivoli Cinemas, Secunderabad, filed a representation before the Government requesting to accord permission for conversion of Tivoli Cinemas into Multiplex Complex, increase of rates of admission and increase in number show five (5) per screen in their Tivoli Cinemas.

3. In the reference 3rd read above, the Commissioner of Police Hyderabad was requested to examine the request of the management of M/s. Tivoli Cinemas, Secunderabad and to send his detailed report in the matter to Government.

4. In the reference 4th read above, the Commissioner of Police, Hyderabad has reported that the matter has been got enquired into and it is revealed that (4) Cinema Theatres namely Tivoli Extreme, Tivoli Deluxe, Tivoli Talkies and Tivoli Talkies Mini are existing in a common site bearing Plot No.221, Bolton Road, Secunderabad. Apart from theatres, there are (3) Coffee Shops and Godowns existing in the said premises and the built up areas other than theatres have been incorporated in the total built up area of theatres. Tivoli Extreme is located at the southern side of the premises and remaining (3) theatres are located in the western and northern side of the premises. Tivoli Extreme is having a separate entrance and exit and the remaining (3) theaters i.e. Tivoli Deluxe, Tivoli Talkies and Tivoli Talkies Mini are having common entrances and exits.

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5. The Commissioner of Police, Hyderabad had furnished the following schedule of the built up area and parking area available for each theatre in sq. meters.

Sl.No.	Name of the theatre	Built up area	Parking area
1.	Tivoli Extreme	2188.74	1937.26
2.	Tivoli Deluxe	812.78	599.34
3.	Tivoli Talkies	1808.90	810.78
4.	Tivoli Talkies Mini	211.82	1239.49
	TOTAL :	5022.24	4586.87

6. It is further stated that these theatres are already functioning and the Cinematograph Licenses have been granted to them and the following are the details:

Sl.No.	Name of the Auditorium	Built up area	Parking area
1.	Tivoli Extreme	L-3 (1993)	20-1-1993
2.	Tivoli Deluxe	T-6 (1997)	28-4-1997
3.	Tivoli Talkies	T-3 (1976)	30-10-1976
4.	Tivoli Talkies Mini	L&O/A3/15812011-12	24-02-2012

7. The Commissioner has further stated that as per G.O. Ms.No.486, M.A. & U. D (M1) Department, dt:07-07-2007, the minimum area required for construction of Multiplex is 3000 sq. meters, whereas the built up area of the proposed Tivoli Multiplex is 5022.24 sq. meters. The width of the road in front of the site is 100 feet including the service road. The parking area required for the proposed Multiplex should be 60 % of the total built up area. The parking place required for the proposed Tivoli Multiplex for the built up area of 5022.24 sq. meters comes to 3013.34 sq. meters, whereas the available parking place in the premises happens to be 4586.87 sq. meters, which is sufficient as per norms.

8. He has also stated that the Management submitted a "Traffic Impact Study Report" prepared by Sri S. Pradeep Reddy, M.S (USA) MITE, MIE, Chartered Engineer (India) for the proposed Tivoli Multiplex. In the said report, it is concluded based on the volume / capacity analysis that the proposed construction could have less than 1.7 % impact on the adjacent street and the impact is less than 2 % of the adjacent street capacity. Therefore it is considered to be A De Minimis condition. Thus, it is recommended that the project be approved as it does not have a significant impact on the surrounding road network.

9. The Commissioner of Police, Hyderabad has further stated that Mini Hotel styled as "Ustav Hotel" is existing within the complex. There is sufficient place in between these theatres for the cine-goers to move freely with all amenities. There are no dwelling houses as well as high rise buildings around the theatre complex and these cinema theatres are located in purely commercial area. The Management has submitted copies of the following NOCs from the Fire Service Department.

- (a) Fire NOC in respect of Tivoli Cine Home Deluxe issued by the Director General, State Disaster Response & Fire Services Dept., vide Lr.Rc.No.9459MSB/CR/HYD/2010, dt: 03-07-2013.
- (b) Fire NOC in respect of Tivoli Extreme issued by the Director General, State Disaster Response & Fire Services Dept., vide Lr.Rc.No. 9459MSB/CR/HYD/2010, dt: 03-07-2013.
- (c) Fire NOC in respect of Tivoli Talkies issued by the D.F.O, Hyderabad, vide Lr.Rc.No.3834/A2/2010, dt: 04-11-2010.
- (d) Fire NOC in respect of Tivoli Talkies Mini issued by the District Fire Officer, Hyderabad, vide Lr.Rc.No. 6052/JAO /2011, dt: 13-01-2012.

10. The Deputy Electrical Inspector Secunderabad Sub-division has issued Form "D" Certificate (Electrical) vide Lr.No.Dy.E.I / Sec /Cinems/D.No./ 508 / 2012, dated:31-12-2012,Lr.No.Dy.E.I/Section/Cinemas/D.No/1235,dt.31-12- 11,Lr.No.Dy.E.I / Sec /Cinemas / D.No.1087, dt:28-11-2011, and Lr.No.DyE.I/Sec/Cinems /D.No./608,dt.25-10-2010 to M/s. Tivoli Cinema theatres.

11. The DG, Fire Services has furnished their report vide Rc.No. 9459/MSB/CR/HYD/2010, dt.03-07-2013, and has issued No Objection Certificate which for occupancy is valid for one year from the date of issue of their letter.

12. The Deputy Commissioner of Police, Traffic. I, Hyderabad has recommended for grant of permission to convert Tivoli Cinemas into Multiplex Complex, from the traffic point of view vide Lr.No.Tr.T8/1373/2012, dt.o1-05-2013.

13. In the reference 5th read above, the Commissioner of Police Hyderabad was requested to inspect the premises of Tivoli Cinemas along with the GHMC authorities in traffic point view and sending an inspection report, along with a Lay out sketh of the proposed Multiplex.

14. In the reference 6th read above, the Commissioner of Police, Hyderabad has stated that the report of Additional Commissioner of Police Traffic DCP, Hyderabad, received on 28-12-2013 regarding conversion of Tivoli cinemas into Multiplex Complex.

15. The Commissioner of Police, Hyderabad has stated the request of the Management of Tivoli Cinemas for conversion of their theater into Multiplex is recommended from traffic point of view, subject to the following conditions:

- a) Road widening to the extent of 2 meters on each side for all the roads leading to the establishment is recommended.
- b) They entry to the establishment near the Tivoli Junction shall be closed permanently and the exit which is located 15 meters away towards plaza should be made entry for he proposed Multiplex.
- c) The exit on rear side towards Sweeker Upakar junction presently being utilized for exit of two wheelers shall be utilized exclusively for exit of all categories of vehicles, which needs certain structural changes.
- d) Tivoli Extreme i.e. one of the theatre should be internally connected to other theatres within the premises to avoid people to use entry/ exit towards the parade grounds for Tivoli Extreme.
- e) Separate parking place should be earmarked for Tivoli Garden Function Hall and the parking area of the proposed Multiplex shall not be utilized for the visitors coming to Tivoli Garden Function Hall.

16. The Government hereby accord permission **to enhance the rates of admission @ Rs.120/- for the four (4) Screens (Single Class) in M/s. Tivoli Cinema theatres, secunderabad,** in exercise of the powers conferred under Section 12 of Andhra Pradesh Cinemas (Regulation) Act.1955 and clause (C) of Sub-rule (3) of rule 11(B) of the Andhra Pradesh Cinemas (Regulation) Rules, 1970, **and also permit to screen five(5) shows per day during 9.00 A.M. to 1.00 A.M. (after mid-night) in all the three screens** in relaxation of item No.43 of 'B' Form Licensing Condition.

17. The enhancement of the rates of admission granted at para (16) above is subject to the conditions laid down in the Annexure to this order being strictly fulfilled by the Management of M/s. Tivoli Cinema theatres, secunderabad. Failure to do so will result in appropriate penal action to be taken by the Licensing Authority.

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18. The Commissioner of Police, Hyderabad shall take necessary further action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

T.P. DAS
SPECIAL CHIEF SECRETARY TO GOVERNMENT (FAC).

To
The Commissioner of Police, Hyderabad city, Hyderabad.
The Director General, State Disaster Response
and Fire Services, Andhra Pradesh, Hyderabad.
The Commissioner, Greater Hyderabad Municipal Corporation, Hyderabad.

Copy to :-

The Management, 221, Bolton Road, Tivoli Compound, Secunderabad.
The P.S. to Minister for I& PR& Cinematography.
The P.S to Special Chief Secretary to Govt., Home Department.
Sc/Sf.

// FORWARDED :: BY ORDER //

SECTION OFFICER.

ANNEXURE
CONDITIONS FOR MULTIPLEXES

- (a) The CCTV system shall be maintained without any interruption.
- (b) Night vision cameras to be installed specially at the Box Office to capture the images of the patrons buying tickets during the late evening hours.
- (c) The patrons shall be provided with lifts/escalators for exit at the end of the shows on par with such facility provided at the time of entering the theatre.

CONDITIONS FOR THEATRES AND MULTIPLEXES

- (i) The rates of tickets and rates of online Cinema ticket service charges with the name of the agency shall be exhibited at the counter and in any other conspicuous manner.
- (ii) All gangways, exits and treads of steps and stairways shall be maintained with no slippery surfaces.
- (iii) The corridors, area earmarked for lobby and parking for the use of cine-goers should not be let out for any commercial or other purpose.
- (iv) No vehicle shall be parked or allowed to stand in such a way as to obstruct exits or impede the rapid dispersal of persons accommodated, in the event of fire or panic.
- (v) Emergency evacuation plan shall be drawn and got approved by the licensing authority within one month. (Uphaar theatre- Hon'ble Supreme Court Directions)
- (vi) A short documentary shall be screened during every show showing the exits, emergency escape routes and instructions as to what to do and what not to do in the case of fire or other hazards (Uphaar Theatre – Hon'ble Supreme Court Directions).
- (vii) The staff/ushers including security staff should be periodically trained to operate the fire safety equipment during emergency in fire drills and evacuation procedures to provide support to the patrons in case of fire or any other calamity. Mock drills shall be conducted once in every 6 months. (Uphaar Theatre- Hon'ble Supreme Court Directions).
- (viii) While the Theatres are entitled to regulate the exit through doors other than the entry door, under no circumstances should the entry door (which can act as an emergency exit in the event of fire or other emergency) be bolted from outside. At the end of the show, the ushers may request the patrons to use the exit doors by placing a temporary barrier across the entry gate which should be easily movable (Uphaar Theatre – Hon'ble Supreme Court Directions).
- (ix) The emergency department telephone nos. of nearest Hospitals, Police Station and Fire Department shall be displayed in every show.
- (x) The Management should facilitate periodical inspection by the Fire Officer concerned.
- (xi) The Management should obtain insurance coverage for all the employees and audience/visitors/vendors.

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(xii) The Management shall ensure all safety measures including fire safety measures as prescribed by Government National Building Code and other statutes or orders issued by Government from time to time.

(xiii) There should be no modifications to the available parking area as seen in the re-inspection report to avoid reduction in parking area.

(xiv) All precautions should be taken for safety during movement and parking of vehicles inside the multiplex area.

(xv) No obstruction should be made in form of advertisement boards, stalls, etc in and around the multiplex which hinders free movement of vehicles or safety.

(xvi) The parking areas of the Multiplex and the nearby commercial complex should be kept separate.

(xviii) There should be smooth finish in the space between the road and Entry/Exit of the Mall.

(xix) Toilets should be clean and hygienically maintained, Adequate Number of wash basins of porcelain/stainless steel shall be provided along with soap to wash hands, with cold running water, and hot air for cleaning hands and drying them hygienically. Clean and dry towels shall be kept for the use of customers, Under no circumstances should the toilets and wash- basins be clogged and in a stinking condition. Any complaint in this regard will be viewed seriously.

(xx) The rates of food items, snacks and beverages sold in the premises shall at reasonable rates and should never exceed the retail price printed thereon. Foodstuffs and snacks should always be fresh and hygienically packed. There shall be no exploitation of customers in this regard. Any complaint in this regard will result in imposition of severe penalties.

(xxi) Air conditioners should be maintained in a proper conditions and if found not working severe penalty will be imposed.

(xxii) Fresh and clean drinking water must be provided for the patrons.

(xxiii) Road widening to the extent of 2 meters on each side for all the roads leading to the establishment is recommended.

(xxiv) They entry to the establishment near the Tivoli Junction shall be closed permanently and the exit which is located 15 meters away towards plaza should be made entry for he proposed Multiplex.

(xxv) The exit on rear side towards Sweeker Upakar junction presently being utilized for exit of two wheelers shall be utilized exclusively for exit of all categories of vehicles, which needs certain structural changes.

(xxvi) Tivoli Extreme i.e. one of the theatre should be internally connected to other theatres within the premises to avoid people to use entry/ exit towards the parade grounds for Tivoli Extreme.

(xxvii) Separate parking place should be earmarked for Tivoli Garden Function Hall and the parking area of the proposed Multiplex shall not be utilized for the visitors coming to Tivoli Garden Function Hall.